



Global Social Business Application Market 2015-2019

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Global Social Business Application Market 2015-2019

Covering: Market size and forecast for social business applications until 2019. Market segmentation

based on enterprise collaboration and communication, marketing automation, digital asset management, and social media marketing management. The leading vendors analyzed by this report include Adobe, Oracle, Salesforce.com, and Hootsuite.

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Market outlook of social business applications

Businesses use social business applications for conducting various functions of an organizations. For instance, the marketing department uses social media to market their products, and the HR department uses social media to recruit candidates and collect perceptions of employees on the company. Technavios market research analysts predict the global social business application market to reach a CAGR of close to 26% over the next four years.

Also, social media platforms generate enormous data regarding the consumer sentiments related to the market and their behavioural analysis. This huge data is known as big data, which on analysis, unfolds various trends and challenges of the market growth. Enterprises are increasingly investing in big data tools, and predictive tools to obtain such insights as this information helps CMOs to take informative decisions.

The market is also witnessing a huge demand for social media analytics tools that are used to gather insights from social marketing efforts and reach out to a larger customer base. Some of the popular social media open-source analytics tools are Google social analytics, SumAll, Facebook insights, and Twitter Analytics.

Global social business application market segmentation by category

- Enterprise collaboration and communication
- Marketing automation
- Digital asset management
- Social media marketing management

Digital asset management has become a significant part of social businesses, and this segment is growing at a promising rate. Digital asset management has threats as well as opportunities for the social businesses.

The leading vendors analyzed by this report

- Adobe
- Oracle
- Salesforce.com
- Hootsuite

Other prominent vendors of this market include Attensity, Beevolve, Brandwatch, Crimson Hexagon, Expion, HearseySocial, ListenLogic, Lithium, SAS, Socialbakers, Spreadfast, Sprinklr, Sprout Social , Sysomos, Viralheat, and Webtrends.

Key challenges faced by the leading vendors of this market

The high cost of deploying social business software is one of the major challenges in the market. The price of social business software includes licensing cost, system design and customization, installation, and training and maintenance.

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